

## WE CLAIM:

1. A method for facilitating electronic commerce through a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, said method comprising:

(a) receiving a first request for a first suggested order, said first suggested order comprising a first one or more suggested products or services of a plurality of products or services, a first suggested recurrence for each of said first one or more suggested products or services and first suggested quantities; and

(b) generating a first profile, said first profile comprising said first suggested order, wherein said first suggested order automatically recurs one or more times according to said first suggested recurrence.

2. The method of Claim 1, further comprising:

(c) confirming acceptance of said first suggested order prior to said generating.

3. The method of Claim 1, wherein said plurality of products or services are associated with a multi-level marketing system.

4. The method of Claim 3, wherein a user is registered with said multi-level marketing system as a client, member or independent business owner ("IBO") and wherein said receiving further comprises receiving said first request from said user.

5. The method of Claim 1, wherein said plurality of products or services is associated with a respective plurality of electronic commerce system products or services web files.

6. The method of Claim 5, wherein said plurality of electronic commerce system products or services web files are operatively coupled with a web

site associated with said network, said network comprising an electronic commerce system.

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7. The method of Claim 1, wherein said first profile is pre-existing, said generating further comprising updating said pre-existing first profile with said first suggested order.
8. The method of Claim 1, further comprising:
- (c) fulfilling said first suggested order to a user according to said first profile.
9. The method of Claim 8, wherein said receiving and generating are performed by a first one or more entities and said fulfilling is performed by a second entity different from said first one or more entities.
10. The method of Claim 1, further comprising:
- (c) receiving a second request for a second suggested order, said second suggested order comprising a second one or more suggested products or services of said plurality of products or services, a second suggested recurrence for each of said second one or more suggested products or services and second suggested quantities; and
- wherein (b) further comprises generating a second profile, said second profile comprising said second suggested order, wherein said second suggested order automatically recurs one or more times according to said second suggested recurrence.
11. The method of Claim 10, wherein said second suggested recurrence is different from said first suggested recurrence.
12. The method of Claim 10, wherein said first profile and said second profile are the same profile.
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13. The method of Claim 1, further comprising:  
     (c) altering said first profile according to one or more modifications.
14. The method of Claim 13, wherein said modifications are received after said generating.
15. The method of Claim 13, wherein said one or more modifications include adding one or more of said plurality of first electronic commerce system products or services to said first suggested order.
16. The method of Claim 13, wherein said one or more modifications include removing one or more of said first one or more suggested products or services from said first suggested order.
17. The method of Claim 13, wherein said one or more modifications include modifying said first suggested recurrence.
18. The method of Claim 1, further comprising:  
     (d) balancing said first suggested quantities and said first suggested recurrence to substantially equalize a distribution of subsequent recurrences of said first suggested order.
19. The method of Claim 18, wherein said balancing substantially equalizes a distribution of cost per recurrence of said first suggested order.
20. The method of Claim 18, wherein said balancing substantially equalizes a distribution of incentive compensation per recurrence of said first suggested order.
21. The method of Claim 1, wherein said first request further comprises usage information about how said first one or more suggested products or services are to be used, and further comprising:  
     (c) determining a predicted lifespan corresponding to said first

one or more suggested products or services; and

(d) calculating said first suggested quantities and said first suggested recurrence based on said usage information and said predicted lifespan.

- 5      22. The method of Claim 21, wherein said usage information comprises frequency of use of said first one or more suggested products or services.
23. The method of Claim 21, wherein said usage information comprises quantity per use of said first one or more suggested products or services.
24. The method of Claim 1, further comprising:
- (c) providing one or more interactive messages relating to one or more of said plurality of products or services; and
- wherein said first request further comprises one or more responses to said one or more interactive messages.
25. The method of Claim 24, wherein a subset of said one or more interactive messages further relates to demographic information.
26. The method of Claim 24, wherein a subset of said one or more interactive messages further relates to subjective preference information.
27. The method of Claim 24, wherein a subset of said one or more interactive messages further relates to a specific product or service selected from said plurality of first electronic commerce system products or services.
28. The method of Claim 24, wherein a subset of said one or more interactive messages further relates to use of a product or service.
29. The method of Claim 24, wherein (b) further comprises accessing a product or service database to select said first one or more suggested products or services which correlate to said one or more responses.

30. The method of Claim 1, further comprising:  
(d) providing one or more pre-defined groupings of one or more products or services selected from a plurality of products or services offered by one or more vendors; and  
wherein said first request further comprises a selection indication of one or more of said one or more pre-defined groupings.
31. The method of Claim 1, wherein said first suggested recurrence further comprises a first recurrence interval upon elapse of which said first suggested order is to recur.
32. The method of Claim 31, wherein said first recurrence interval comprises one or more calendar months, said first suggested order further specifying which day of the month to fulfill said first suggested order.
33. The method of Claim 1, wherein said first one or more suggested products or services comprise facilitating a payment between a debtor and a creditor.
34. The method of Claim 1, wherein said first one or more suggested products or services comprise providing one or more reminder messages to a user.
35. The method of Claim 34, wherein said one or more reminder messages comprise a message that an event is about to occur.
36. The method of Claim 35, wherein said event comprises impending recurrence of said first suggested order.
37. The method of Claim 35, wherein said message further facilitates purchase of a product or service related to said event.
38. The method of Claim 34, wherein said one or more reminder messages comprise electronic mail messages.
39. The method of Claim 34, wherein said one or more reminder messages comprise telephone messages.

40. The method of Claim 34, wherein said one or more reminder messages comprise postal mail messages.
41. The method of Claim 1, wherein said first profile is generated based on historical orders for one or more of said plurality of products or services.
42. A method for facilitating electronic commerce through a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, said method comprising:
- (a) receiving a first electronic standing order for one or more products or services;
  - (b) receiving a reminder specification for a reminder message;
  - (c) supplying, automatically, said one or more products or services accord to an order recurrence associated with said standing order; and
  - (d) providing a reminder message one or more times according to a reminder recurrence.
43. The method of Claim 42, wherein said one or more products or services comprise facilitating a payment between a debtor and a creditor.
44. The method of Claim 43 wherein said reminder message comprises a message that said payment has been completed.
45. The method of Claim 42, wherein said reminder message comprises a message that an event is about to occur.
46. The method of Claim 45, wherein said event comprises the impending recurrence of said standing order.
47. The method of Claim 46, wherein said message facilitates modification of said standing order prior to said recurrence.

48. The method of Claim 42, wherein said reminder messages comprises an electronic mail message.

49. The method of Claim 42, wherein said reminder message comprises a telephone message.

5 50. The method of Claim 42, wherein said reminder message comprises a postal mail message.

51. An order management system for facilitating electronic commerce over a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer over said network, said order management system comprising:

an order receiver operative to receive a first request for a first suggested order, said first suggested order comprising a first one or more suggested products or services of a plurality of products or services, a first suggested recurrence for each of said first one or more suggested products or services and first suggested quantities;

a profile generator coupled with said order receiver and operative to generate a first profile, said first profile comprising said first suggested order; and

an order generator responsive to said first profile and operative to cause said first suggested order to automatically recur one or more times according to said first suggested recurrence.

52. The order management system of Claim 51 wherein said profile generator is further operative to confirm acceptance of said first suggested order prior to generating said first profile.

25 53. The order management system of Claim 51, wherein said plurality of products or services are associated with a multi-level marketing system.

54. The order management system of Claim 53, wherein a user is registered with said multi-level marketing system as a client, member or independent business owner ("IBO") and wherein said receiving further comprises receiving said first request from said user.

5 55. The order management system of Claim 51, wherein said plurality of products or services is associated with a respective plurality of electronic commerce system products or services web files.

56. The order management system of Claim 55, wherein said plurality of electronic commerce system products or services web files are operatively coupled with a web site associated with said network, said network comprising an electronic commerce system.

57. The order management system of Claim 51, wherein said first profile is pre-existing, said profile generator further operative to update said pre-existing first profile with said first suggested order.

58. The order management system of Claim 51, further comprising:  
an order fulfillment interface coupled with said order generator and operative to transmit said first suggested order to an order fulfillment system upon each recurrence to fulfill said first suggested order to a user according to said first profile.

20 59. The order management system of Claim 58, wherein said order management system is comprised by a first entity and said order fulfillment system is comprised by a second entity different from said first entity.

25 60. The order management system of Claim 51, wherein:  
said order receiver is further operative to receive a second request for a second suggested order, said second suggested order comprising a second one or more suggested products or services of said plurality of products or services, a second suggested recurrence for each of said second



one or more suggested products or services and second suggested quantities;

said profile generator is further operative to generate a second profile, said second profile comprising said second suggested order; and

said order generator is further responsive to said second profile and operative to cause said second suggested order to automatically recur one or more times according to said second suggested recurrence.

61. The order management system of Claim 60, wherein said second suggested recurrence is different from said first suggested recurrence.
62. The order management system of Claim 60, wherein said first profile and said second profile are the same profile.
63. The order management system of Claim 51, wherein said profile generator is further operative to receive one or more modifications to said first suggested order and alter said first profile according to said one or more modifications.
64. The order management system of Claim 63, wherein said modifications are received after said first profile is generated.
65. The order management system of Claim 63, wherein said one or more modifications include the addition one or more of said plurality of first electronic commerce system products or services to said first suggested order.
66. The order management system of Claim 63, wherein said one or more modifications include the removal one or more of said first one or more suggested products or services from said first suggested order.
67. The order management system of Claim 63, wherein said one or more modifications include modifying said first suggested recurrence.

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68. The order management system of Claim 51, further comprising:  
an order balancing processor coupled with said profile generator and operative to balance said first suggested quantities and said first suggested recurrence to substantially equalize a distribution of subsequent recurrences of said first suggested order.
69. The order management system of Claim 68, wherein said order balancing processor is further operative to substantially equalize a distribution cost per recurrence of said first suggested order.
70. The order management system of Claim 68, wherein said order balancing processor is further operative to substantially equalize a distribution of incentive compensation per recurrence of said first suggested order.
71. The order management system of Claim 51, wherein said first request further comprises usage information about how said first one or more suggested products or services are to be used, said profile generator further operative to determine a predicted lifespan corresponding to said first one or more suggested products or services and calculate said first suggested quantities and said first suggested recurrence based on said usage information and said predicted lifespan.
72. The order management system of Claim 71, wherein said usage information comprises frequency of use of said first one or more suggested products or services.
73. The order management system of Claim 71, wherein said usage information comprises quantity per use of said first one or more suggested products or services.
- 25 74. The order management system of Claim 51, wherein said order receiver is further operative to provide one or more interactive messages relating to one or more of said plurality of products or services; and

wherein said first request further comprises one or more responses to said one or more interactive messages.

75. The order management system of Claim 74, wherein a subset of said one or more interactive messages further relates to demographic information.
76. The order management system of Claim 74, wherein a subset of said one or more interactive messages further relates to subjective preference information.
77. The order management system of Claim 74, wherein a subset of said one or more interactive messages further relates to a specific product or service selected from said plurality of first electronic commerce system products or services.
78. The order management system of Claim 74, wherein a subset of said one or more interactive messages further relates to use of a product or service.
79. The order management system of Claim 74, wherein said profile generator is further operative to access a product or service database to select said first one or more suggested products or services which correlate to said one or more responses.
80. The order management system of Claim 51, wherein said order receiver is further operative to provide one or more pre-defined groupings of one or more products or services selected from said plurality of products or services; and  
wherein said first request further comprises a selection indication of one or more of said one or more pre-defined groupings.
81. The order management system of Claim 51, wherein said first suggested recurrence further comprises a first recurrence interval upon elapse of which said first suggested order is to recur.

82. The order management system of Claim 81, wherein said first recurrence interval comprises one or more calendar months, said first suggested order further specifying which day of the month to fulfill said first suggested order.
83. The order management system of Claim 51, wherein said first one or more suggested products or services comprise facilitating a payment between a debtor and a creditor.
84. The order management system of Claim 51, wherein said first one or more suggested products or services comprise providing one or more reminder messages to a user.
85. The order management system of Claim 84, wherein said one or more reminder messages comprise a message that an event is about to occur.
86. The order management system of Claim 85, wherein said event comprises impending recurrence of said first suggested order.
87. The order management system of Claim 85, wherein said message further facilitates purchase of a product or service related to said event.
88. The order management system of Claim 84, wherein said one or more reminder messages comprise electronic mail messages.
89. The order management system of Claim 84, wherein said one or more reminder messages comprise telephone messages.
90. The order management system of Claim 84, wherein said one or more reminder messages comprise postal mail messages.
91. The order management system of Claim 51, wherein said profile generator is further responsive to historical orders for one or more of said plurality of products or services.

92. An order management system coupled with a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer over a network, said order management system comprising:

an order receiver operative to receive an electronic standing order for one or more of a plurality of products or services; said order receiver further operative to receive a reminder specification for a reminder message;

a profile generator coupled with said order receiver and operative to generate a first profile, said first profile comprising said electronic standing order and specifying an order recurrence for said electronic standing order, said first profile further comprising said reminder specification, and specifying a reminder recurrence; and

an order generator responsive to said first profile and operative to cause said electronic standing order to automatically recur one or more times according to said order recurrence and cause said reminder message to be automatically transmitted one or more times according to said reminder recurrence.

93. The method of Claim 92, wherein said first one or more suggested products or services comprise facilitating a payment between a debtor and a creditor.
94. The method of Claim 93 wherein said reminder message comprises a message that said payment has been completed.
95. The method of Claim 92, wherein said reminder message comprises a message that an event is about to occur.
96. The method of Claim 95, wherein said event comprises the impending recurrence of said electronic standing order.
97. The method of Claim 96, wherein said message facilitates modification of said electronic standing order prior to said recurrence.

98. The method of Claim 95, wherein said message further facilitates purchase of a product or service related to said event from said electronic commerce system.
99. The method of Claim 92, wherein said reminder messages comprises an electronic mail message.
100. The method of Claim 92, wherein said reminder message comprises a telephone message.
101. The method of Claim 92, wherein said reminder message comprises a postal mail message.
102. A method for facilitating electronic commerce through a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, said method comprising:
- (a) providing, electronically, at least one suggested order comprising at least one product or service and a suggested recurrence;
  - (b) generating a standing order for the at least one product or service at the suggested recurrence in response to an electronic reply to (a).
103. The method of Claim 102, wherein (a) occurs in response to a request.
104. The method of Claim 102, wherein said at least one product or service is associated with a respective electronic commerce system product or service web file.
105. The method of Claim 104, wherein said electronic commerce system product or service web file is operatively coupled with said network, said network comprising an electronic commerce system.
106. The method of Claim 102, further comprising:
- (c) fulfilling said standing order upon each recurrence.

107. The method of Claim 106, wherein said providing and generating are performed by a first entity and said fulfilling is performed by a second entity different from said first entity.
108. The method of Claim 102, further comprising:
- (c) altering said standing order according to one or more modifications.
109. The method of Claim 108, wherein said one or more modifications include adding to said standing order.
110. The method of Claim 108, wherein said one or more modifications include reducing said standing order.
111. The method of Claim 108, wherein said one or more modifications include modifying said suggested recurrence.
112. The method of Claim 102, wherein said generating further comprises spreading said standing order over a duration of said suggested recurrence.
113. The method of Claim 112, wherein said spreading is a function of substantially equalizing a cost per recurrence of said standing order.
114. The method of Claim 112, wherein said spreading is a function of substantially equalizing incentive compensation per recurrence of said standing order.
115. The method of Claim 102, wherein (a) occurs in response to receipt of usage information about how said at least one product or service is to be used, said suggested recurrence being a function of said usage information and a predicted lifespan of said at least one product or service.
116. The method of Claim 102, further comprising:
- (c) providing one or more interactive messages relating to said at least one product or service; and

wherein (a) occurs in response to receipt of responses to said one or more interactive messages.

117. The method of Claim 102, further comprising:

(c) providing one or more pre-defined groupings of said at least one product or service; and

wherein (a) occurs in response to receipt of a selection indication of one or more of said one or more pre-defined groupings.

118. The method of Claim 102, further comprising:

(c) reviewing historical orders for said at least one product or service; and

wherein said at least one suggested order is based on said review.